

GOVERNORS STATE UNIVERSITY
College of Business and Public Administration

Course Number & Title: MGMT 469 BUSINESS POLICY

Session: Fall Trimester, Block 1, 1998
Tuesday, 7:30-10:20 p.m.

Instructors: Dr. Z. A. Malik

Phone Nos.: 708/534-4953

Office Hours: Tues/Thurs: 1:00-3:00 p.m.
Tues: 6:30-7:30 p.m.
And By Appointment

Credit Hours: 3

Catalog Description:

This capstone course of the B.A. in Business Administration is designed to integrate the various functional areas of business administration, namely, management, finance, production, marketing, economics and accounting principles, etc. to solve business problems.

Textbook: Pearce & Robinson, Formulation, Implementation, and Control of Competitive Strategy, 6th edition, Irwin, 1994.

Smith & Golden, Corporation: A Global Business Simulation, 3rd edition, Prentice Hall, 1994.

Case Package

Expected Student Outcomes:

Students who complete this course in Strategic Management will be able to:

1. Size up quickly and accurately the situation presented by identifying the core problems and/or issues and by evaluating management's strategy in relation to the environment, top-management values, societal expectations, the financial position of the organization, and so on.
2. Analyze facts to identify opportunities and threats in the environment and the strengths and weaknesses of the organization so as to be able to appraise managerial behavior and/or prepare a situation audit useful in formulating, evaluating, and implementing policies and strategies.



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3. Identify strategies that are appropriate to each situation and evaluate alternatives in terms of all relevant criteria; top-management values; societal expectations; internal financial, production, and technical capabilities; and so on.
4. Recommend specific courses of action by means of (when appropriate) detailed strategies and plans, taking into account organizational changes, financial requirements and implications, timing, personnel relations, and so forth.
5. Sharpen analytical skills acquired in functional areas - production, finance, marketing, operations research, personnel, and so forth - in dealing with problems of the total organization. These skills integrate the knowledge a student has so that he or she can deal with a total enterprise.
6. Link theory and practice by developing an understanding of management tools and their limitations, and to apply this understanding in specific problem-solving situations. The student who can choose the most appropriate management tools for analysis and who can accurately determine how far to employ them in a particular situation has a highly valuable and marketable skill.
7. Prepare written analyses of situations and recommendations for action. This presents an opportunity for the student to improve his/her writing skills.
8. Improve skills in making presentations - both speech-making and visual aid skills. There is a definite art to doing both well, and the most effective approach to each in the world of business and government differs from that needed in the academic world. Career advancement can be furthered by learning these skills, too.

Course Policies:

1. Attendance is very important in this course as students will participate in group and class analysis and discussion.
2. All written assignments must use acceptable English grammar and style and must be professionally presented.
3. Learning from simulation or case discussion is only possible if students come prepared. This means that each student must read and analyze appropriate material before class.
4. All written work must reference appropriate sources.
5. It is the intention of the institution to support full participation of all students, regardless of physical ability level. Therefore, if any student needs consideration of his/her physical abilities in order to complete the course, please notify the instructor as soon as possible.

6. This course develops critical thinking skills through discussion and written assignments. Students are encouraged to use all opportunities to explore their understanding of the material and to develop their judgment through the assignments.
7. Bad Weather. If the weather is bad and you think GSU may cancel classes, call 534-4909 for information or listen to the radio for closing information. If classes are canceled during the weeks when we are exploring the text material, the material due for discussion will be included (if briefly) the following week. Both weeks' reading and written assignments will be due the following week. If classes are canceled when we are working on the simulation, decisions will be due at the usual time.

Group Project:

The class will be assigned into small groups, each of which will operate a company in the simulated real-world experience.

Basis for Course Grade:

Exams	30%
Class Participation and Homework Assignments	15%
Written Cases	10%
Simulation	45%
• Peer Evaluation	10%
• Quantitative Finish	5%
• Qualitative Finish	10%
• Stock Holders' Report	5%
• Management Audit	5%
• Weekly Analyses	10%
Total: 100%	

Case Assignments

Students will read and analyze cases prior to discussion and submit their analyses on the day of the discussion.

Business Testing

All students will also take a business administration test in order to complete this course.

TENTATIVE CLASS SCHEDULE

Week	Topic/Activity	Assignments
1	Orientation/Introduction	Chapter 1
2	Selected Issues from Ch 1-6	Chapters 1-6
3	Form Groups	"Corporation"
4	Selected Issues from Ch 7-12	Chapters 7-12
5	Exam #1 (Ch 1-6)	
6	Exam #2 (Ch 7-12); Introduction to Simulation	"Corporation"
7	CORPORATION - PLANNING DAY (Book: A Global Business Simulation)	Submit Business Name, Organization Chart and Plan
8	Simulation Decisions (1)	
9	Simulation Decisions (2) Discuss: Analyzing a Company	
10	Simulation Decisions (3) Case Discussion	Case: Western Region Network TV
11	Simulation Decisions (4)	
12	Simulation Decisions (5) and ANNUAL STOCKHOLDERS MEETING	
13	Simulation Decisions (6)	
14	Case Discussion and Decisions (7)	Case: Rus Wane Equipment A
15	Business Administration Test (mandatory) and Simulation Decisions (8) CORPORATION - MANAGEMENT AUDIT AND DEBRIEFING	